

Mill Roseman for Philip Morris 3/16/83
Draft letter re Waxman bill -- international executive

Dear _____:

Increasingly, in recent months, the Congress and the Federal Administration have demonstrated concern for the urgent need to improve America's exports. The intensive competition of products from overseas has had a significantly depressive effect on employment in the U.S. and on our overall trade balance, and measures designed to reverse that situation are evidently much-needed.

It is particularly regrettable, therefore, that the Congress has now been presented with proposed legislation which would have an opposite effect: which would seriously diminish the export potential of a major American-made commodity.

The legislation in question is H.R. 1824. It would require, among other seriously questionable measures, that an entire series of very specific labels be placed on packages of cigarettes manufactured in the U.S., even those designed for export.

This regulation, if adopted, would effectively destroy the export business in American-made cigarettes to the many markets where such labels are not required.

In 1981, export of cigarettes contributed almost one and a quarter billion dollars to the U.S. balance of trade -- dollars which created jobs for American farmers, manufacturers and distributors.

The legislation would endanger this market, most probably shifting much of this \$1.2 billion in production to foreign countries.

Can we afford such a loss?

In conjunction with all its other negative aspects, of over-regulation, government meddling in legitimate business activities, high cost and proven ineffectiveness, this is legislation the United States does not need, and cannot accept.

Sincerely,
(sig and title indicating international area)

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